GOVERNMENT OF INDIA
WATER RESOURCES, RIVER DEVELOPMENT AND GANAGA REJUVENATION
LOK SABHA

UNSTARRED QUESTION NO:3119
ANSWERED ON:04.08.2016
Ganga Rejuvenation Programme
Dev Km. Sushmita;Scindia Shri Jyotiraditya Madhavrao

Will the Minister of WATER RESOURCES, RIVER DEVELOPMENT AND GANAGA REJUVENATION be pleased to state:

(a) whether a high powered committee has been constituted by the Government to map and monitor the communication strategy and implementation of the Ganga Rejuvenation Programme; (b) if so, the details thereof and the reasons therefor;
(c) whether implementation of Ganga Rejuvenation Programme is lagging behind and lacks result-oriented; and
(d) if so, the reasons therefor and the steps taken to ensure proper implementation of the programme?

Answer

THE MINISTER OF STATE (IC) FOR YOUTH AFFAIRS & SPORTS AND MINISTER OF STATE FOR WATER RESOURCES, RIVER DEVELOPMENT AND GANGA REJUVENATION
(SHRI VIJAY GOEL)

(a) & (b) On the recommendations of the Group of Secretaries on "Swachh Bharat Mission and Ganga Rejuvenation", a High Powered Committee (HPC) has been constituted by the Ministry of Information & Broadcasting under the Chairmanship of Minister of I&B to coordinate and monitor intensive multimedia campaigns for dissemination, outreach and advocacy. The Committee would i) Outline the communication road map for Swachh Bharat Mission and Ganga Rejuvenation in the context of Strategy/Design/Content creation / Implementation; ii) Media Planning for integrated media campaign; iii) Allocate resources from Ministries for integrated Multi Media campaigns; iv) Communication innovations on Swachh Bharat Mission and Ganga Rejuvenation
(c) No, Madam. The implementation of Ganga Rejuvenation is proceeding exactly as planned and there is no delay. The works to be carried out have been clearly defined.
(d) Does not arise.
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